



# E-COMMERCE ANALYTICS DASHBOARD

Sales and Loyalty Overview

is\_refunded

All

4/22/2024



10/21/2025



Total Revenue

\$9.00M

MoM Revenue: -1.69%

Total Customers

4000

% Loyal: 86.20%

Loyal Customers

3448

Rev from Loyal

97.16%

Total Events

46202

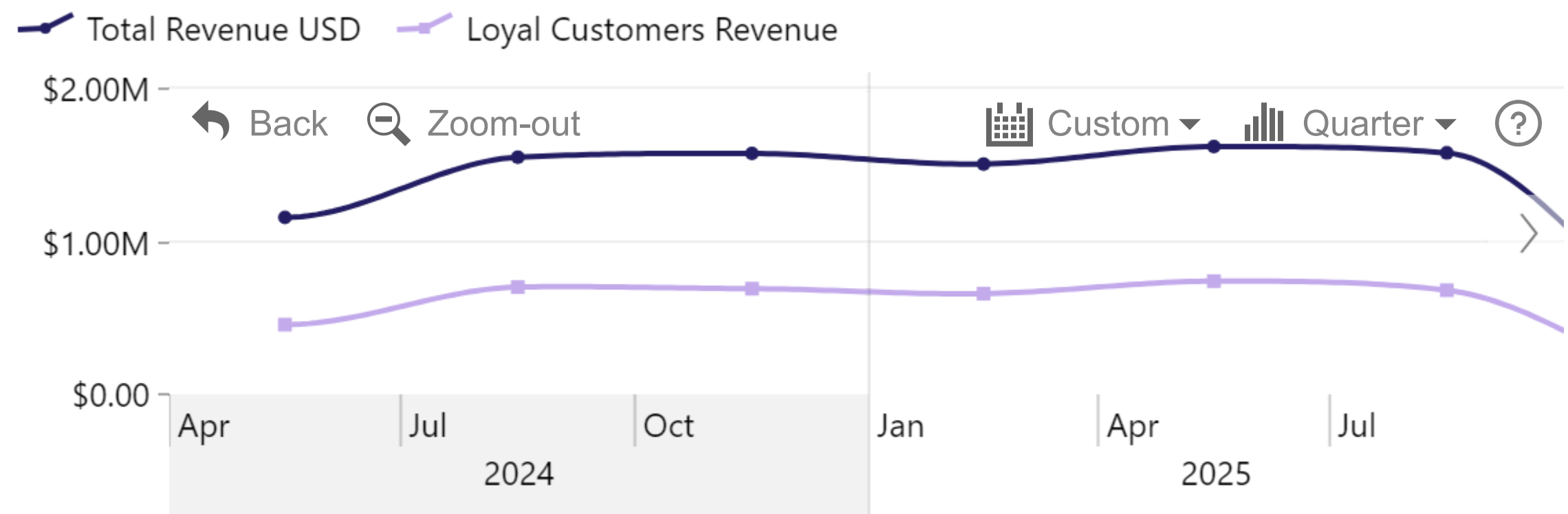
Total Products

101

Total Qty Sold

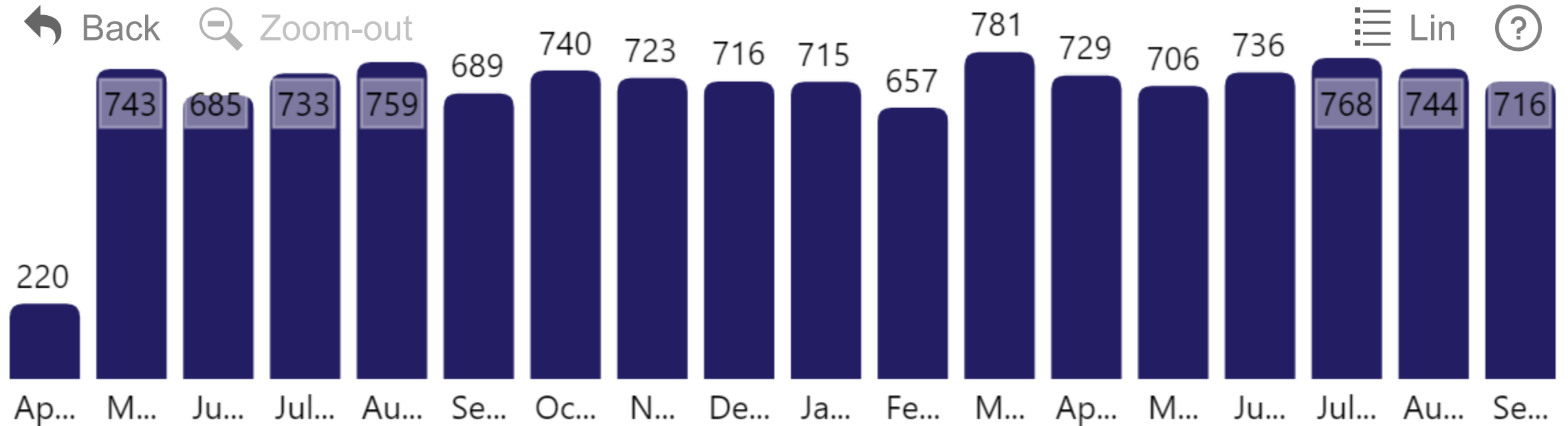
83059

## Revenue Trend over Time



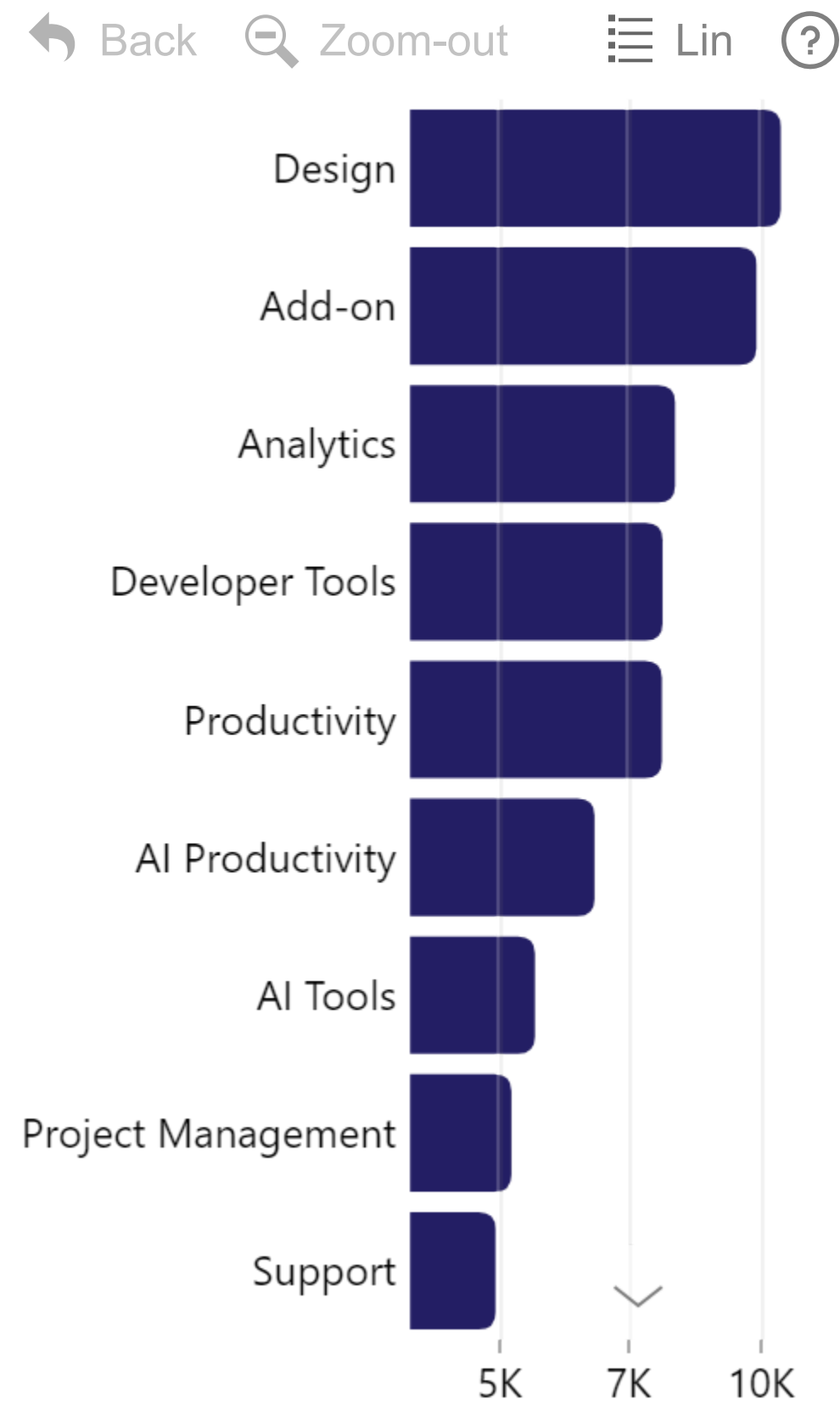
## Total Customers by Month

click bars to drill down; use the metric slicer to switch the Y-axis.



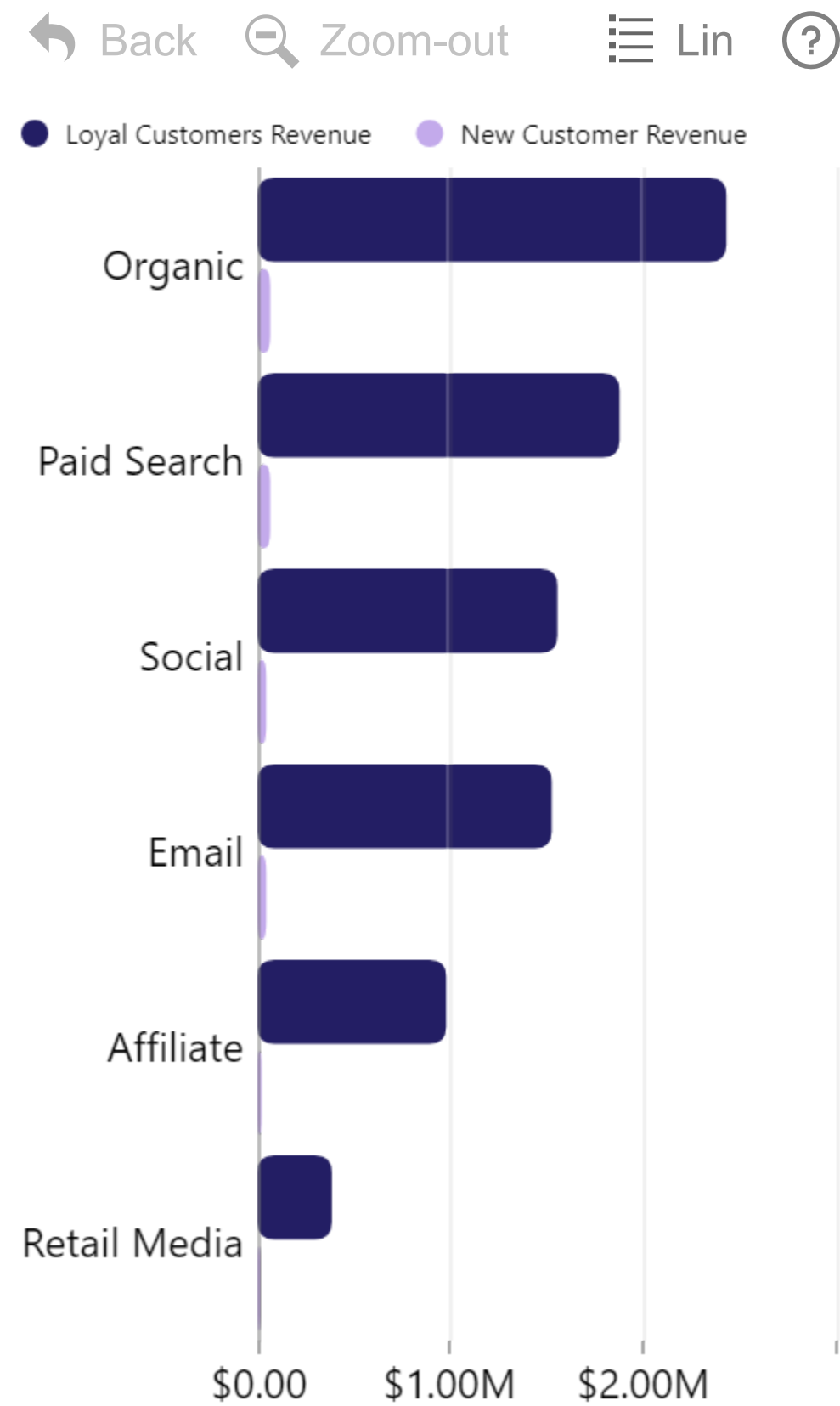
## Product Category Performance

Click the bars to drill down



## Sales Channels Distribution by Revenue

Click the bars to drill down





# E-COMMERCE ANALYTICS DASHBOARD

Channel and Customer Behavior 

## Monthly Revenue

\$515.01K!

Prev Month: 552.52K (-6.79%)

## Monthly Qty Sold

4932✓



Prev Month: 4916 (+0.33%)

## Monthly Orders

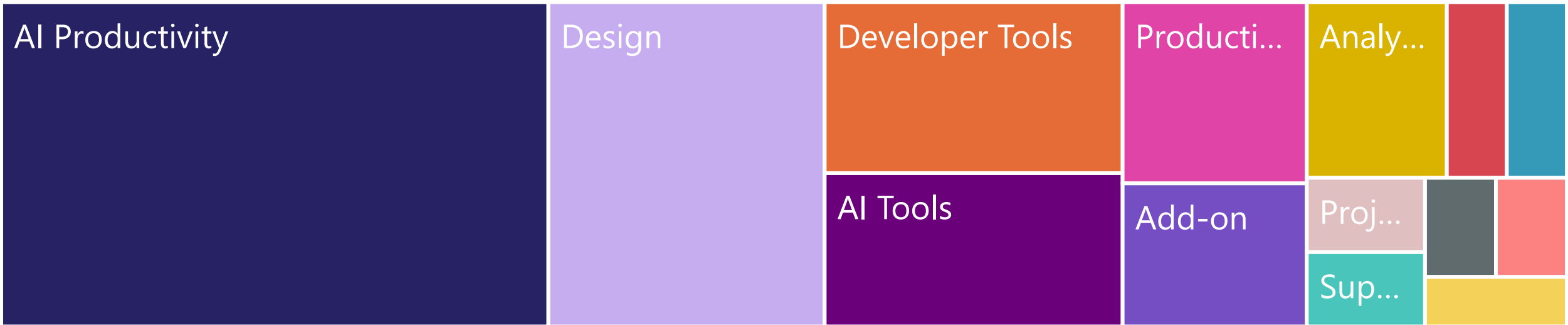
780!

Prev Month: 787 (-0.89%)

## Channel Performance

Acquisition Channel	Total Revenue	Total Customers	Loyal Customers	% Loyal Customers	Avg Selling Price	Trend
⊕ Affiliate	\$1,033,258.37	447	398	89.04%	\$105.27	
⊕ Retail Media	\$399,819.09	191	161	84.29%	\$105.63	

## Category and Product Preference by Loyal Customers



## Discount Code effectiveness

Discount Code	Total Usage	Total Amount	Revenue	Loyal Customers Usage	Avg %	Avg Amount
BFCM20	2649	\$332,322.37	\$406,383.51	63	↑ 29.87%	\$125.45
LOYALTY 15	1819	\$176,723.71	\$297,556.65	42	→ 19.91%	\$97.15
NEWCUS	2700	\$175,422.67	\$530,027.6	76	↓ 14.17%	\$64.97

channel

All

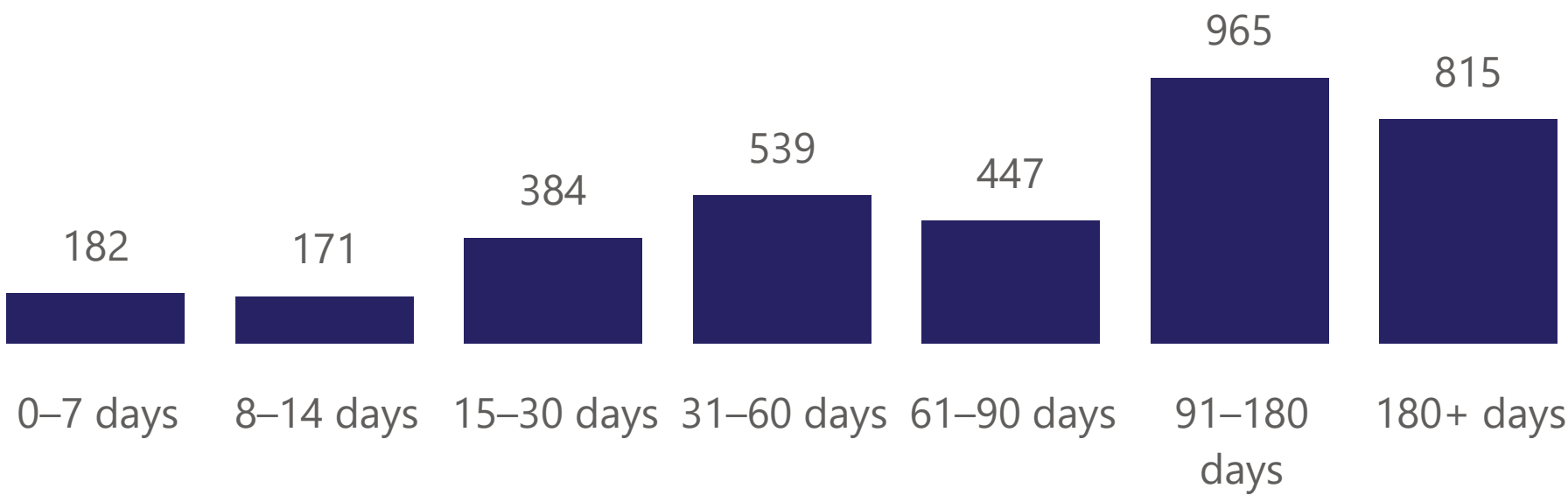
segment

All

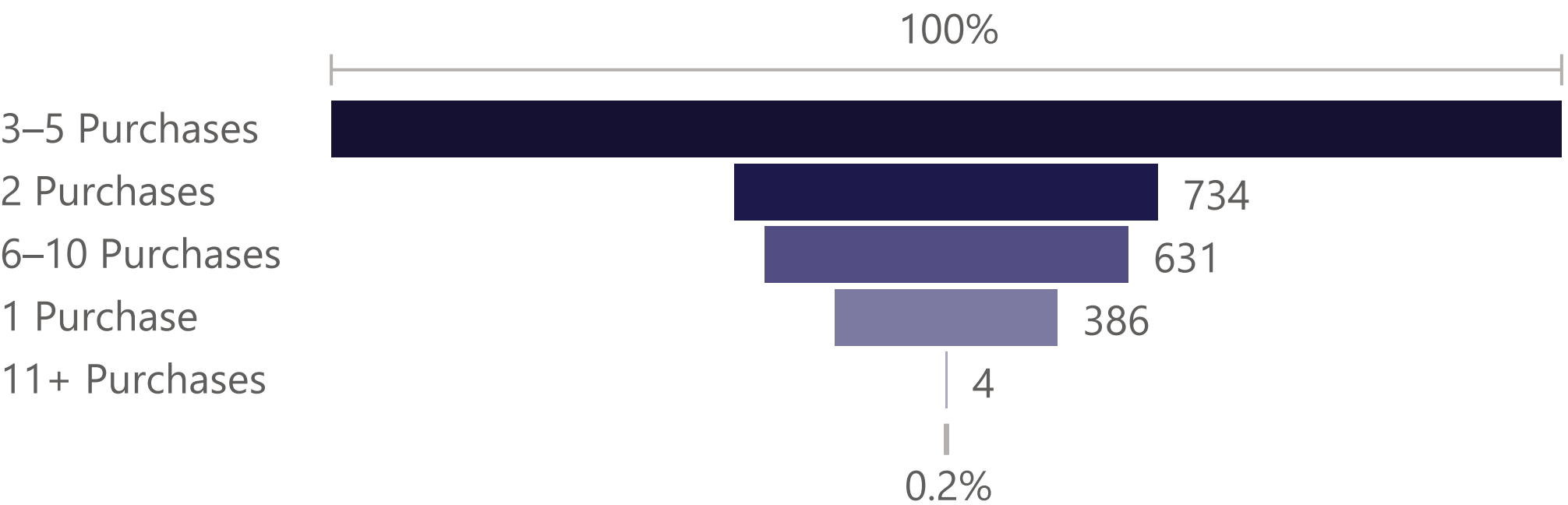
category

All

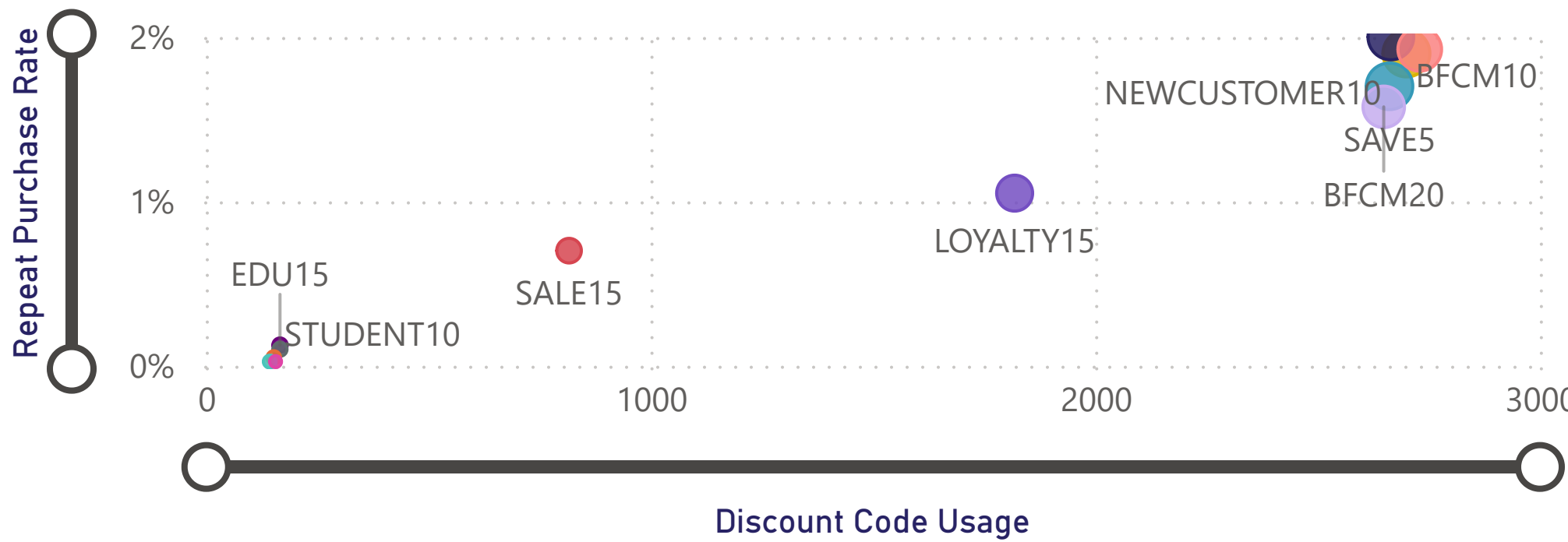
## Time to Second Purchase - Customer Behavior



## Customer Purchase Frequency Funnel



## Discount Code Effectiveness: Usage vs Customer Loyalty





# E-COMMERCE ANALYTICS DASHBOARD

Product and Revenue Optimization 

category

All

billing\_cycle

All

region, country

All

Annual Plan Revenue  
Per Customer

\$2,073.98

Monthly Plan Revenue  
Per Customer

\$214.09

Annual vs Monthly  
Ratio

9.69

Top Vendor

Microsoft

Revenue; \$2.99M

Top Product

Microsoft 365 Business...

Revenue \$423.80K

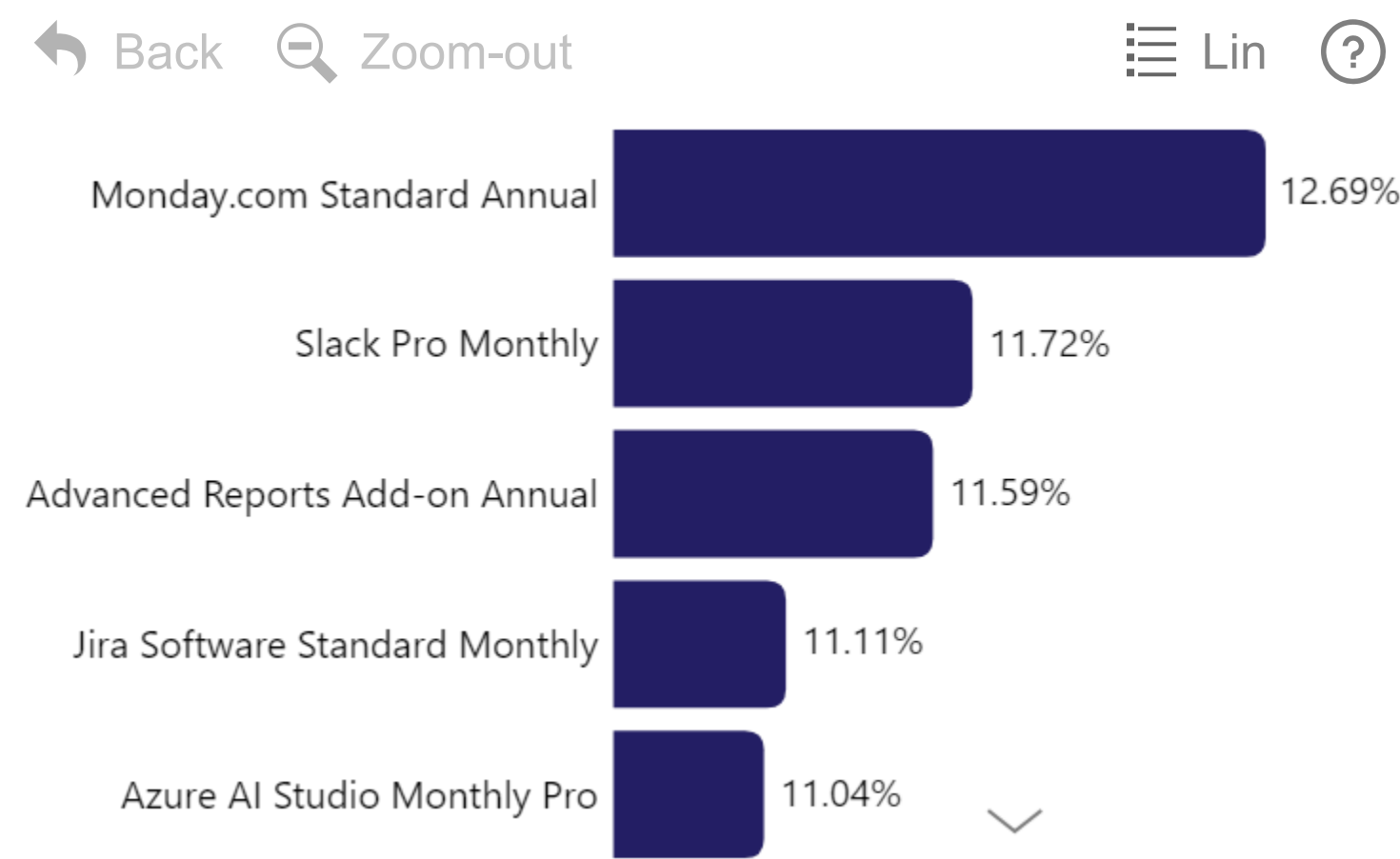
Top Category

Developer Tools

Revenue: \$1.42M

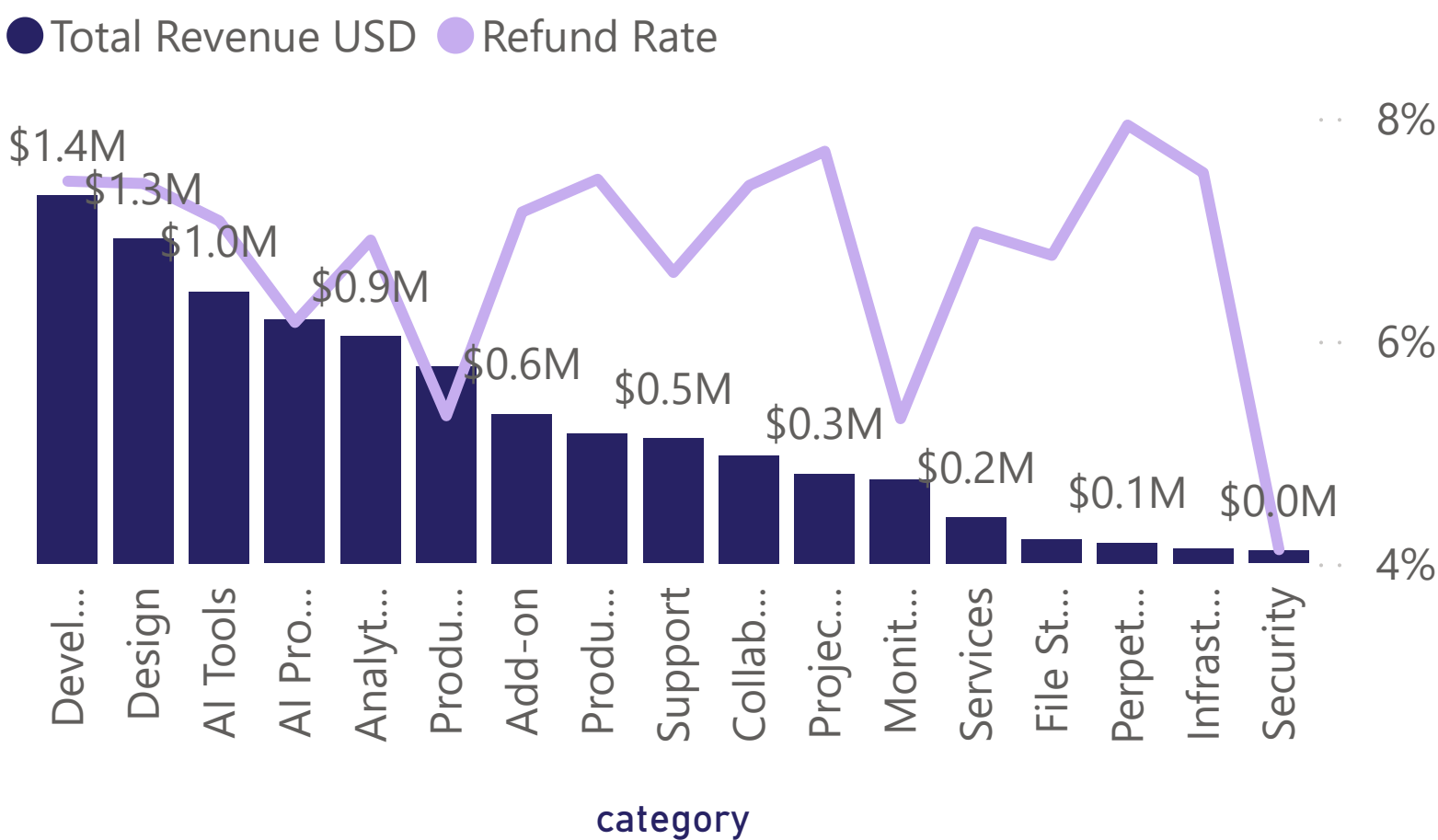
## Top 10 Products by Refund Rate

Click bars to drill down to refund reason

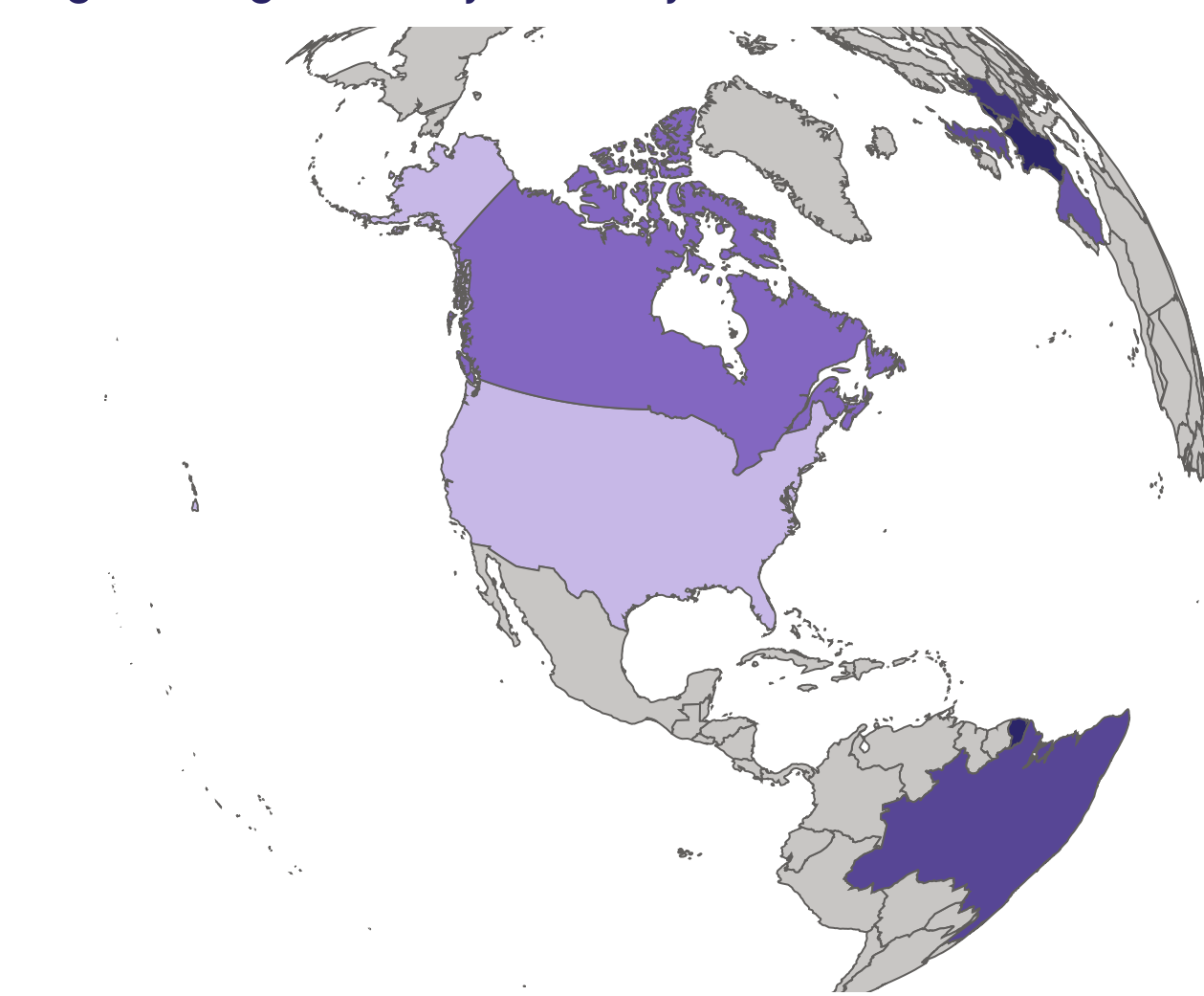


## Category Performance: Revenue vs Refund Rate

Right-click bars to drill into refund reasons



## Avg Selling Price by country



## Pricing Analysis by Currency

currency	Avg Selling Price	Total Revenue USD	Total Orders	Avg Discount %
AUD	\$105.86	\$922,991.42	1460	5.85%
GBP	\$116.08	\$1,481,887.21	2165	5.14%
EUR	\$120.82	\$2,583,753.19	3576	5.36%
USD	\$101.18	\$4,389,970.70	7198	5.82%
Total	\$108.73	\$9,378,602.52	14399	5.59%

## Billing Cycle Performance

Billing Cycle	Total Revenue	Total Customers	Revenue Per Customer	Avg Order Value	% Loyal Customers
Annual	\$8,268,972.65	3279	\$2,067.24	\$2,872.55	51.58%
Monthly	\$853,579.34	3338	\$213.39	\$267.03	53.83%
One-time	\$256,050.53	217	\$64.01	\$2,678.85	0.20%
Total	\$9,378,602.52	3889	\$2,344.65	\$1,559.39	87.58%